

AMENDMENTS TO THE CLAIMS:

Without prejudice, this listing of the claims replaces all prior versions and listings of the claims in the present application:

LISTING OF CLAIMS:

1-30. (Cancelled).

31. (New) A method for facilitating the play of a missing object location game, comprising:

receiving a unique code from the player via the network;

providing a game image via the network to the game player, the game image configured so that a missing object is omitted from the game image;

receiving from the player an indication of the player's guess as to the proper location of the missing object on the game image; and

responsive to receipt of the unique code and the indication of the player's guess as to the proper location of the missing object on the game image, determining whether the player has won the game conditioned at least in part on the distance between the player's guess as to the proper location of the missing object and the actual location of the missing object on the game image.

32. (New) The method of claim 31, wherein the game image is a picture of a sporting event including a ball, where the ball is omitted from the game image.

33. (New) The method of claim 31, further comprising:

providing the unique code to the player on a pre-printed ticket.

34. (New) The method of claim 33, wherein the pre-printed ticket has a removable layer concealing the unique code.

35. (New) The method of claim 31, further comprising:

providing a set of coordinates associated with the game image;

receiving the player's indication of the player's guess by receiving a location in the set of coordinates on the game image selected using a pointing device.

36. (New) The method of claim 35, wherein the coordinates are a grid that corresponds to the pixel field of the game image.
37. (New) The method of claim 36, further comprising:
adjusting the likelihood of a player winning the game by changing the fineness of the pixel field.
38. (New) The method of claim 35, wherein the pointing device is a mouse.
39. (New) The method of claim 35, further comprising:
displaying an image of the missing object at the location on the game image currently pointed to by the pointing device.
40. (New) The method of claim 31, further comprising:
receiving a predetermined number of additional guesses from the player, each indicating a corresponding guess as to the proper location of the missing object from the game image.
41. (New) The method of claim 31, further comprising:
responsive to the receipt of each guess, displaying an image of the missing object at the guessed location while any additional guesses are made by the player.
42. (New) The method of claim 31, wherein the network is the Internet, and the image is provided at an Internet Web Site.
43. (New) The method of claim 31, wherein the player is determined to be a winner conditioned on their guess being within a predetermined distance of the actual location of the missing object.
44. (New) The method of claim 43, further comprising:
adjusting the likelihood of the game being won by altering the predetermined distance.
45. (New) The method of claim 31, further comprising:

adjusting the likelihood of the game being won by altering the fineness of the coordinate grid for the game image.

46. (New) The method of claim 31, further comprising:
receiving from a plurality of players respective guesses as to the proper location of the missing object in the game image.

47. (New) The method of claim 46, further comprising:
responsive to one of the plurality of players having a respective guess as to the proper location of the missing object that is the most accurate of all the guesses made by the plurality of players, awarding the one of the plurality of players a prize.

48. (New) The method of claim 46, further comprising:
awarding any of the plurality of players a prize whose respective guess is within a predetermined distance of the actual location of the missing object in the game image.

49. (New) The method of claim 46, further comprising:
entering in a random drawing for a prize any of the plurality of players whose respective guess is within a predetermined distance of the actual location of the missing object in the game image.

50. (New) The method of claim 46, further comprising:
entering in a random drawing for a prize a subset of the plurality of player who have best guesses as to the proper location of the missing object in the game image.

51. (New) The method of claim 31, further comprising:
sending the game results to the player via email.

52. (New) The method of claim 31, further comprising:
displaying to the player the game image with the missing object displayed in the actual location.

53. (New) A system for facilitating the operation of a hidden object location game, comprising:

a game server configured to provide a game image configured so that a missing object is omitted from the game image;

a network; and

a game participant client in communication with the game server via the network, the game participant client configured to display the game image provided by the game server to a player, and to receive from the player an indication of the player's guess as to the proper location of the missing object on the game image, and to communicate information indicative of the player's guess via the network to the game server,

the game server further configured, responsive to receipt of the indication of the player's guess as to the proper location of the missing object on the game image, to determine whether the player has won the game conditioned at least in part on the distance between the player's guess as to the proper location of the missing object and the proper location of the missing object on the game image.

54. (New) The system of claim 53, wherein the game image is a picture of a sporting event including a ball, where the ball is omitted from the game image.

55. (New) The system of claim 53, further comprising:

an on-line point of sale terminal configured to produce a game ticket having a unique code, the game participant client further configured to receive the unique code from the game ticket and transmit it to the game server, the game server configured to enter the player in the game only after the unique code has been received.

56. (New) The system of claim 53, wherein the game participant client further comprises a pointing device with which the player can select their guess of the missing location, the game participant client configured to cause an image of the missing object to be displayed on the game image in the location currently indicated by the pointing device.

57. (New) The system of claim 53, further comprising:

a plurality of game participant clients, each configured to receive a respective guess as to the proper location of the missing object in the game image from a respective one of a plurality of game players and to transmit the game players' respective guesses to the game server.

58. (New) The system of claim 57, wherein the game server is further configured to award a prize to one of the plurality of players having the guess as to the proper location of the missing object that is the most accurate of all the guesses made by the plurality of players.

59. (New) The system of claim 57, wherein the server is further configured to enter a subset of the players whose respective guesses are within a predetermined distance of the actual location into a drawing for a prize.

60. (New) The system of claim 57, wherein the server is further configured to enter a subset of the players having the best respective guesses into a drawing for a prize.

61. (New) The system of claim 53, wherein the server is further configured to award a prize based on the player's guess of the proper location of the missing object compared to the actual location of the missing object in the game image using a grid reference based on the pixel field of the game image.